THE SATURDAY EVENING POST

YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

SURE—all smokers sometimes inhale. But—*worry about throat irritation doesn't go with inhaling—not for* PHILIP MORRIS *smokers!* Here's the big difference—the vital difference . . . reported by doctors who *measured irritation from the five leading cigarettes:*

IN STRIKING CONTRAST TO PHILIP MORRIS, IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG! *

In PHILIP MORRIS you enjoy the finest, costliest tobaccos the world affords. *But that alone is not enough.* PHILIP MORRIS are *made* differently . . . *made better*. They taste better . . . they are better . . . *proved better* for your nose and throat!

FINER PLEASURE
***PLUS* REAL PROTECTION—**
AMERICA'S *FINEST* CIGARETTE!

CALL FOR PHILIP MORRIS

*Fully reported in authoritative medical journals

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